Talk to Ray
Situation in Buffalo RS Locations
- Lets stop buy down @ D.A.'s.

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SENT VIA Fax

September 3, 1997

TO: Rich Kane, Mark Young, Jay Loftin, Jim Piscitelli, Bill Roth, Peter Schmidt, Larry Poole

RE: Doral PV Levels

Recently our Doral PV levels have jumped. I do not want you to overreact, but we need to be sure we know why.

Attached are PV% printouts for the NESA and each of your Regions. I know our strategy is defensive, therefore, having a target is difficult, but I also know if you remove PM exclusives and lower volume accounts we do not call on, it is almost impossible to have a PV rate higher than 70 -75. Also, I know shipments into or out of certain Regions can have an impact.

A few things to think about while trying to get a better handle on situations where it does not look right:

1. Retailers buy from CTS... we pay again equals double PV.

2. Buydown plus coupon could be reported twice.

3. Reporting 2 values to equal value not in system could lead to higher PV.

It appears our biggest jumps are in New York Metro, Buffalo, Pittsburgh and Cincinnati. Please do not overreact as the stratogy works. After digging into this, let me know your thoughts.

Sincerely,

Dave

c: Don Fitzgerald, Anne Cullip, Lori O'Connor, Jim Perry

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0000

Doral Promoted Volume Tracking

	1st. Qtr./97	2nd. Qtr./97	3rd. Qtr./97 Q.T.D.	97 Y.T.D
Boston	65.9%	72.6%	68.2%	66.6%
N.Y. Metro	53.0%	134.0%	86.5%	91.5%
Philadelphia	66.1%	64.6%	62.4%	64.7%
Buffalo	78.1%	75.1%	93.6%	80.7%
Pittsburgh	58.6%	70.6%	78.4%	68.1%
Cincinnati	63.6%	65.1%	72.2%	66.3%
N.E.S.A	**65.3%**	**69.7%**	**76.0%**	**69.6%**
National	**68.0%**	**74.5%**	**84.6%**	**74.6%**

	Week End. 7/4/97	Week End. 7/11/97	Week End. 7/18/97	Week End. 7/26/97	Week End. 8/1/97
Boston	40.4%	68.5%	92.8%	72.2%	48.5%
N.Y. Metro	71.2%	120.4%	130.8%	124.7%	104.7%
Philadelphia	46.8%	71.2%	56.7%	76.5%	51.5%
Buffalo	111.7%	76.1%	121.3%	66.1%	116.9%
Pittsburgh	61.3%	110.1%	82.4%	76.6%	58.2%
Cincinnati	53.3%	67.9%	86.2%	95.5%	42.2%
N.E.S.A	**63.9%**	**79.0%**	**89.9%**	**83.8%**	**60.7%**
National	**67.5%**	**81.5%**	**102.0%**	**100.4%**	**79.8%**

	Week End. 8/8/97	Week End. 8/15/97	Week End. 8/22/97
Boston	120.4%	46.2%	23.2%
N.Y. Metro	95.3%	138.1%	37.8%
Philadelphia	61.5%	72.5%	74.8%
Buffalo	111.0%	82.7%	70.1%
Pittsburgh	112.0%	74.1%	61.6%
Cincinnati	92.6%	46.4%	96.4%
N.E.S.A	**97.9%**	**61.5%**	**73.1%**
National	**76.3%**	**89.5%**	**91.9%**

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0000

- Retailers buy from CTS... We buy again = Double PV
- Buy Down plus Coupon
- Factor out for exclusive
- Factor out low volume we do not call on.

1997 Promoted Volume and % Promoted

Week Ending 8/22/97

DORAL	Q1 PV	Q1 % Promoted	Q2 PV	Q2 % Promoted	June PV	June % Promoted	July PV	July % Promoted	August PV	August % Promoted	Year-To-Date PV	Year-To-Date % Promoted
National	4,696.5	68.0%	5,605.7	74.5%	2,008.9	79.4%	2,387.8	84.0%	1,618.6	85.5%	14,308.5	74.6%
NESA	876.6	65.3% ✓	1,008.7	69.7% ✓	330.7	67.0% ✓	407.7	75.0% ✓	272.7	77.6% ✓	2,565.7	69.6%
SSA	1,837.8	62.9%	2,190.0	69.1%	786.8	73.4%	994.0	82.4%	664.0	80.5%	5,685.8	70.0%
WSA	628.5	63.0%	745.7	67.5%	250.0	69.1%	304.0	78.3%	178.4	53.5%	1,856.6	67.0%
MWSA	1,353.6	82.1%	1,661.2	92.2%	641.4	106.5%	682.2	96.8%	503.5	115.9%	4,200.5	91.5%

SAVINGS	Q1 PV	Q1 % Promoted	Q2 PV	Q2 % Promoted	June PV	June % Promoted	July PV	July % Promoted	August PV	August % Promoted	Year-To-Date PV	Year-To-Date % Promoted
National	5,159.4	51.2%	6,167.3	56.6%	2,181.0	60.8%	2,658.4	65.0%	1,751.7	66.3%	15,736.7	56.8%
NESA	1,066.3	46.2%	1,205.2	48.8%	395.7	48.3%	543.2	58.6%	328.7	56.5%	3,143.4	50.0%
SSA	1,904.0	51.1%	2,296.3	57.2%	824.6	61.8%	1,031.9	68.4%	686.1	68.1%	5,916.3	57.7%
WSA	675.7	39.4%	810.0	43.5%	269.0	44.5%	326.5	48.7%	195.5	42.8%	2,008.0	42.7%
MWSA	1,513.4	64.6%	1,855.7	72.9%	691.7	83.2%	756.5	77.1%	541.4	91.2%	4,667.0	72.3%

DORALPV%.XLS 8/28/97

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0000

1997 Promoted Volume and % Promoted

Week Ending 8/22/97

DORAL		Q1 PV	Q1 % Promoted	Q2 PV	Q2 % Promoted	June PV	June % Promoted	July PV	July % Promoted	August PV	August % Promoted	Year-To-Date PV	Year-To-Date % Promoted
NESA		876.6	65.3%	1,006.7	69.7%	330.7	67.0%	407.7	75.0%	272.7	77.6%	2,565.7	69.6%
Boston	11	45.8	65.9%	55.0	72.6%	17.2	69.3%	17.0	65.5%	12.4	50.4%	130.3	66.5%
New York	12	14.8	53.0%	36.6	134.0%	8.7	119.4%	9.8	111.2%	6.1	64.3%	67.1	91.5%
Phil.	13	67.5	68.1%	71.7	64.6%	21.9	56.9%	25.0	60.2%	16.1	66.3%	180.2	64.7%
Buffalo	16	193.0	78.1%	187.6	75.1%	67.7	75.6%	94.4	97.1%	56.1	87.9%	531.1	80.7%
Pittsburgh	17	165.5	58.8%	207.1	70.8%	67.9	63.8%	82.9	77.0%	55.4	80.6%	510.9	68.1%
Cincinnati	18	390.2	63.6%	450.6	65.1%	147.2	64.8%	178.8	68.1%	126.5	78.8%	1,146.1	66.3%

SAVINGS		Q1 PV	Q1 % Promoted	Q2 PV	Q2 % Promoted	June PV	June % Promoted	July PV	July % Promoted	August PV	August % Promoted	Year-To-Date PV	Year-To-Date % Promoted
NESA		1,066.3	46.2%	1,205.2	48.8%	395.7	48.3%	543.2	58.6%	328.7	56.5%	3,143.4	50.0%
Boston	11	95.4	41.0%	105.1	43.0%	33.9	43.7%	34.9	38.7%	29.7	49.0%	265.1	42.2%
New York	12	26.9	54.3%	46.7	97.0%	12.6	92.4%	13.7	83.2%	8.6	57.9%	95.9	74.2%
Phil.	13	78.9	44.6%	83.2	41.7%	25.9	40.3%	29.0	38.7%	16.6	41.0%	209.7	42.2%
Buffalo	16	282.7	58.4%	282.1	57.9%	99.3	57.3%	135.9	69.6%	79.3	61.9%	779.9	60.2%
Pittsburgh	17	176.5	34.0%	219.0	40.1%	72.1	38.6%	87.2	43.8%	60.5	50.4%	543.3	39.2%
Cincinnati	18	405.8	47.9%	469.1	49.6%	151.9	49.9%	242.6	69.2%	132.1	62.0%	1,249.5	53.0%

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DORALPV%.XLS 8/28/97

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Source: https://www.industrydocuments.ucsf.edu/docs/qgbn0000